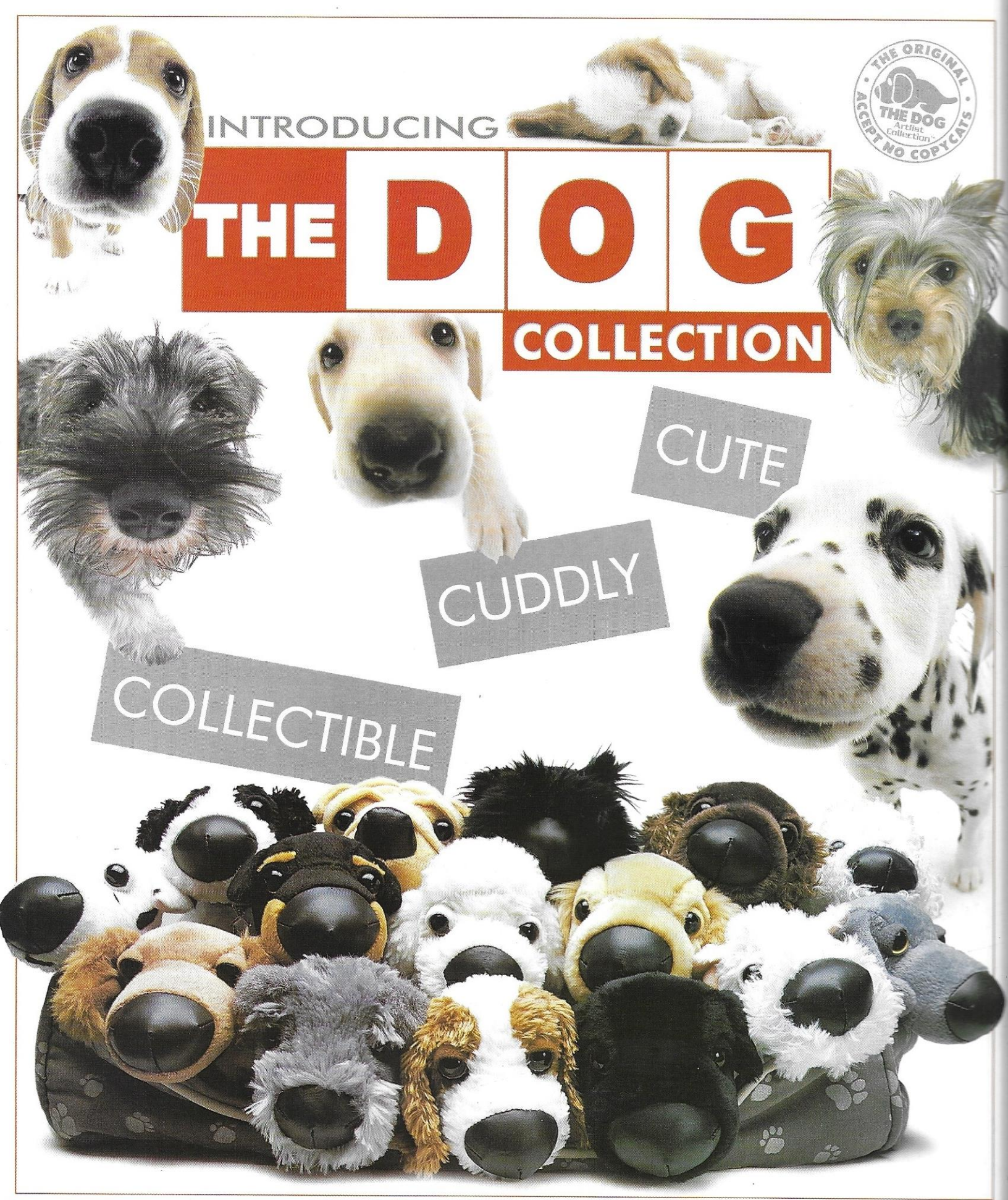
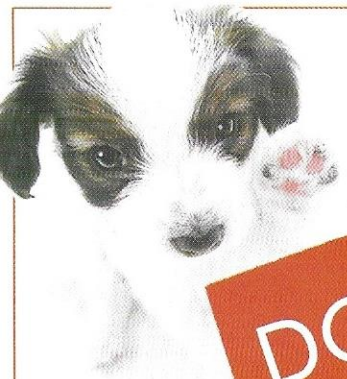
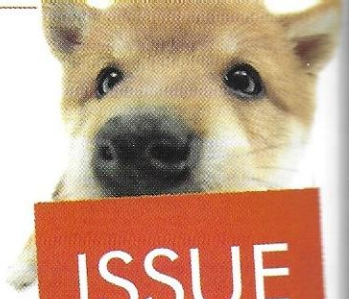


Issue by issue, these exclusive pedigree puppies build into the cutest collection ever.





DON'T MISS A SINGLE ISSUE

There are two ways to be certain that you always get your pedigree puppies on time:

1 TAKE OUT A REGULAR ORDER WITH YOUR NEWSAGENT

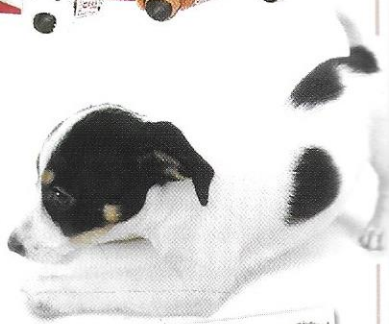
Simply fill in the regular order card inside the magazine and give it to your newsagent. He'll do the rest

Just ask!

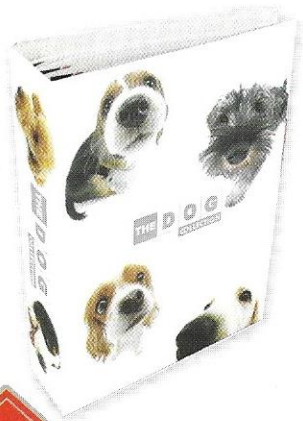
OR

2 TAKE OUT A SUBSCRIPTION

Subscribe and every pedigree puppy and magazine will find its way to your door – at no extra charge. It's easy to do and best of all you'll receive **these 4 exclusive free gifts!** For more details, see the insert inside the magazine



FREE BINDER TO STORE YOUR MAGAZINES



FREE BED TO DISPLAY YOUR PEDIGREE PUPPIES

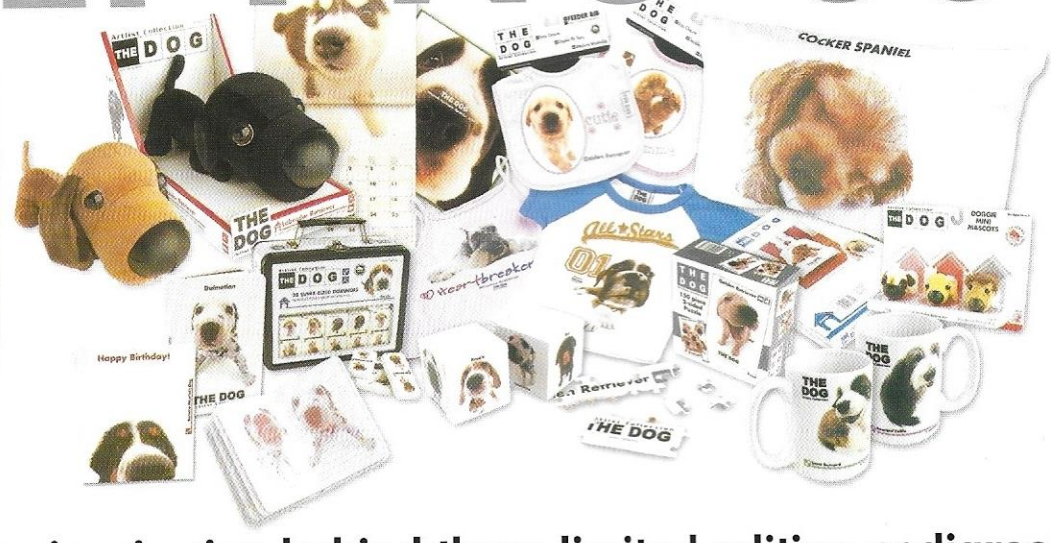
FREE CALENDAR

FREE PUPPY MUG

www.the-dog-collection.co.uk Take a closer look at this wonderful collection of pedigree puppies by logging on to the website. You can subscribe or buy missing issues – safely and securely. And there are some great offers as well!

ACCEPT NO COP

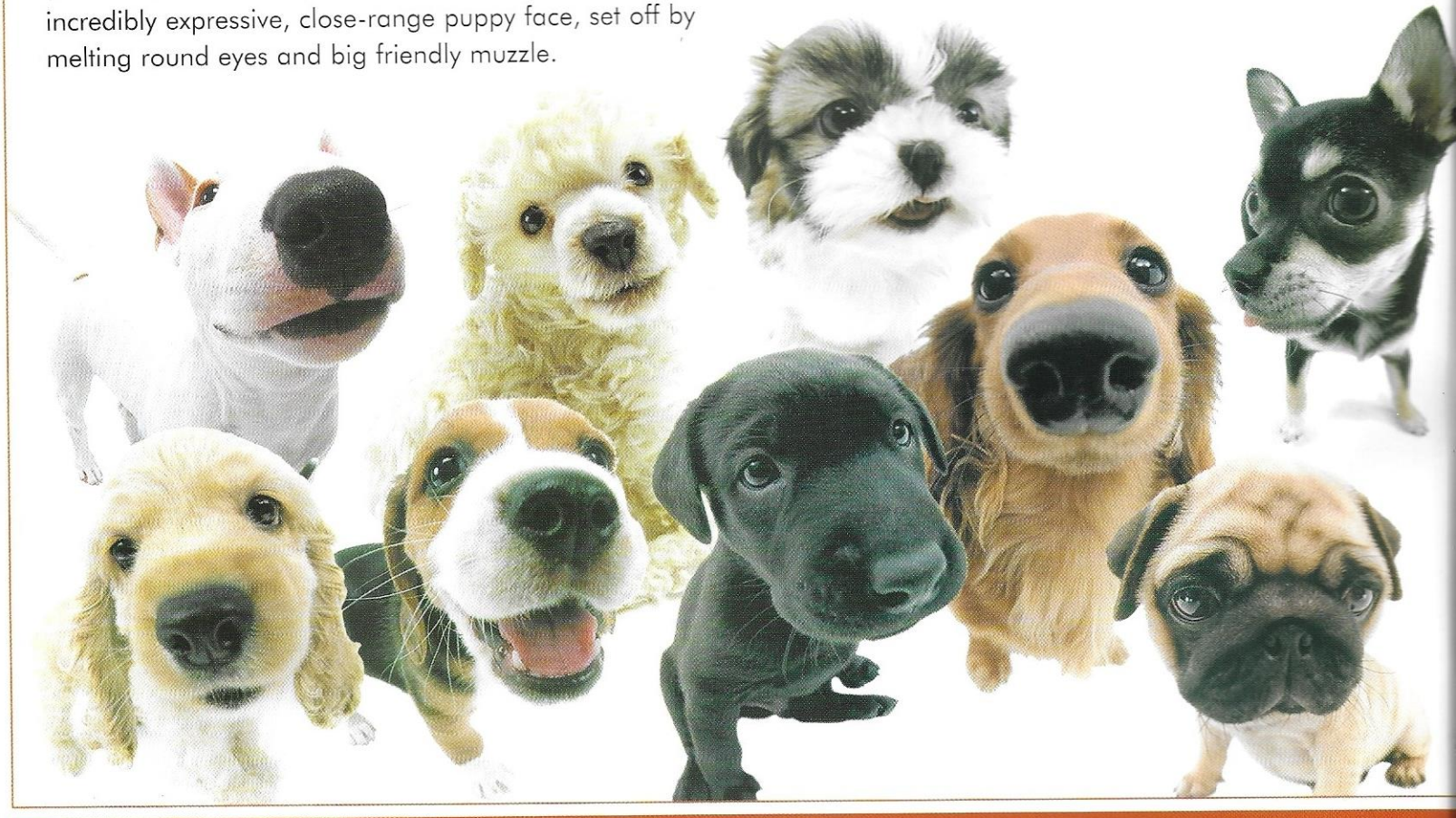
THE DOG
Artlist Collection



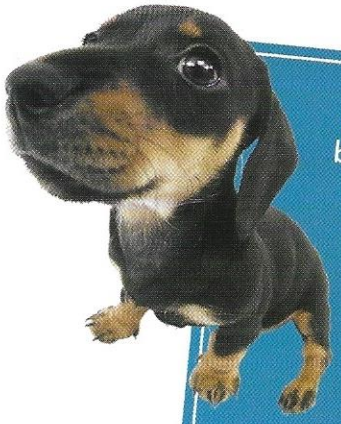
The Dog brand is the inspiration behind these limited edition pedigree puppies now brought to you in a memorable collection.

The Dog brand made its debut in the spring of 2000 in Japan in a set of small picture books that featured a series of puppy pictures taken with a fisheye (wide-angle photographic) lens. The result was an incredibly expressive, close-range puppy face, set off by melting round eyes and big friendly muzzle.

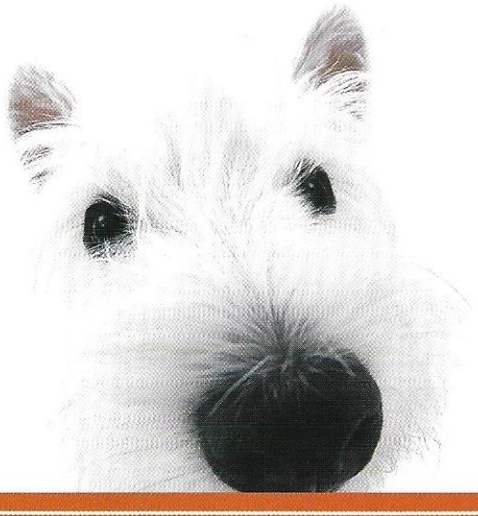
Dog lovers were enchanted by these pictures and it wasn't long before the rest of the world followed suit. The Dog has since become a multi-award winning gift brand with plush dogs being the most successful.

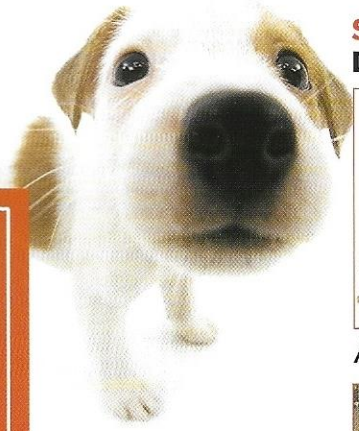


YCATS



Although the plush toys have been the biggest sellers, The Dog brand's huge range includes babies' bibs, T-shirts, mugs, domino sets, jigsaws, stationery and bed linen, all featuring the famously appealing big nose dogs.





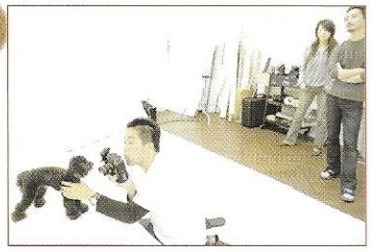
BIG NOSE

The style of photography using a fisheye lens upon which The Dog is based was developed by Yoneo Morita, a Japanese pet photographer. In Japan this style is called 'Hanadeka' literally meaning 'big nose'.

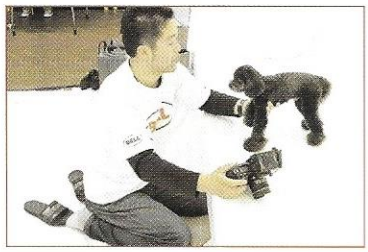
The Dog pictures are held in The Artlist Library in Japan; there are currently 100,000 dog and puppy images of 70 different breeds. The cream of this collection has been used to create the pedigree puppies

Photographing the dogs may be a painstaking business but the result is probably the cutest collection of cuddly puppy photographs anywhere in the world.

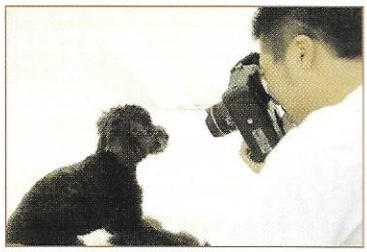
SHOOTING:
DOGGY FASHION



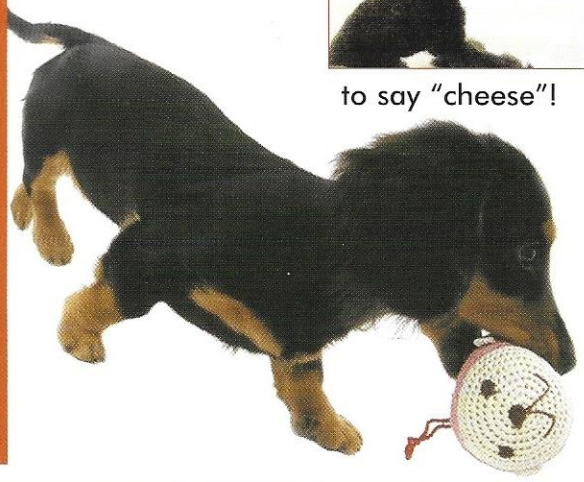
A toy poodle...



takes a lot of cajoling...



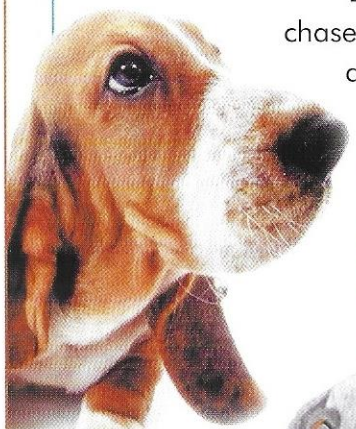
to say "cheese"!



THE CUTEST CO

You'll be able to collect all the major breeds in The irresistible personality. The series has been organised following groups. Each is a collection

HOUNDS



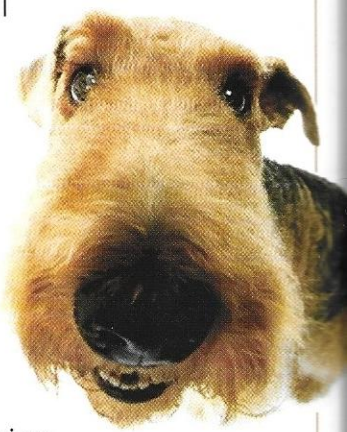
Bred and trained for centuries for the chase and the hunt, these faithful creatures are now learning the gentler art of being household pets. To name just a few:

- Dachshunds
- Basset Hounds
- Beagles
- Weimaraners

TERRIERS

Fierce and feisty, terriers were bred to keep house and home free from vermin. They're jolly dogs, but they need to know who's the boss or they'll dominate the family! Just some of those keen to take on all comers are:

- Bull Terriers
- Fox Terriers
- Scottish Terriers
- Jack Russells
- West Highland Terriers



GUNDOGS

Some of today's most popular pet breeds were originally working dogs, the helpmates of sportsmen and gamekeepers. These talented trackers, ever eager to flush out and retrieve game from fields, woods and lakes, are best suited to the outdoor life. Among them are these household favourites:

- Labrador Retrievers
- Cocker Spaniels
- Golden Retrievers
- Irish Setters
- Pointers

LLECTION EVER

Dog Collection, each with its own uniquely so that each dog appears in one of the within the collection.

TOY DOGS

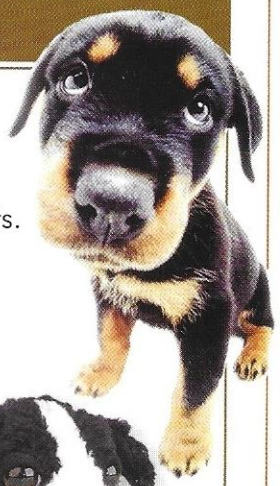
Intelligent and brave, these pint size versions of bigger breeds often have huge personalities. However, when they are not trying to face off intruders, these highly portable creatures just love to curl up on your lap. Some comforters are:

- Cavalier King Charles
- Toy Poodles
- Yorkies
- Pekingeses
- Chihuahuas

WORKING

Bred to herd livestock and guard people and property, these dutiful characters are well able to earn their keep. Many of them also make brilliantly loyal pets. Such dogs include:

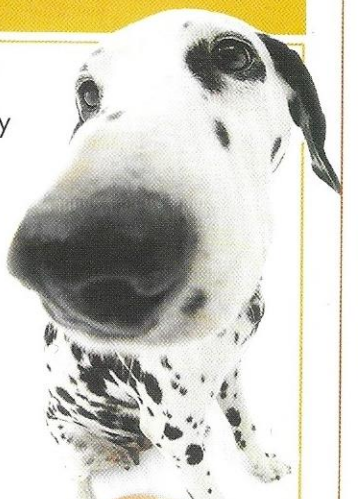
- Border Collies
- German Shepherd Dogs
- Rottweilers



UTILITY

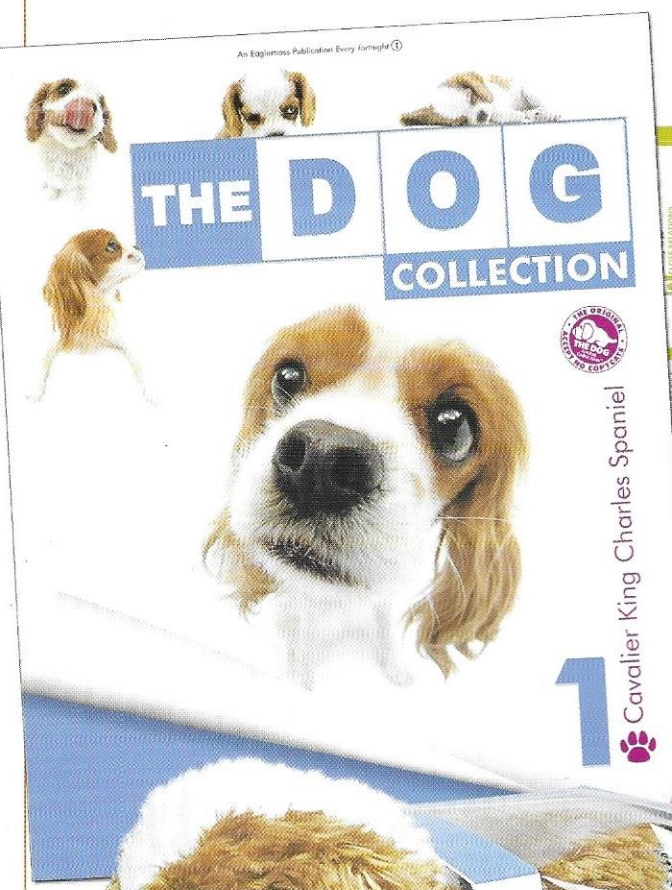
These true cosmopolitans of the dog world, noted for their loyalty and companionship, include:

- Miniature Schnauzers
- French Bull Dogs
- Dalmatians
- Shar Pei



WITH EVERY ISS

Each pedigree puppy wears its own designer collar and tag plus a stamp of a brand button. And there's a wonderful 20-page magazine



FANTASTIC MAGAZINE

Each magazine is packed with information, pictures and stories about the featured dog.

- How each breed developed and what points to look out for
- Tales of canine courage
- A gallery of portraits of the breed, with tips on the best way to care for your dog
- Stars and their pets
- Hot discussion topics in the doggy world

A PEDIGREE PUPPY

BRAND BUTTON
Each pedigree puppy carries its own badge of authenticity proving it's the genuine article

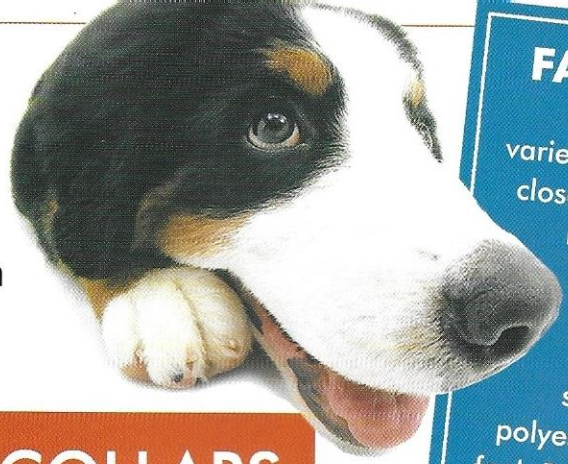
DOG LEAD
With issue 2: lead with double clip so you can attach your favourite puppy to your bag

BIG NOSE
Appealing snouts in the softest plether

BIG HEAD
Gives the puppies a specially appealing look

UE...

of approval in the form as well.



FAITHFUL IN EVERY DETAIL

The pedigree puppies are made from a variety of fur fabrics, each chosen to match as closely as possible the real fur of the dog from rough coated Terriers to silky Spaniels and spotty Dalmatians. And if the dark appealing glass eyes aren't enough to win your heart, the wet-look nose should do the trick. They're stuffed with polyester fibre pellets to give them a tactile feel. Robust and strong, they're sure to cut a fine figure for years to come.

DESIGNER COLLARS

- Every breed of dog in the collection has its own unique collar and tag
- Each collar has a tough nylon base in the dog's own colour. This base is then trimmed with fabric to suit the category – and individual personality – of the dog in question
- Each category has its own symbolic stainless steel tag

HOUNDS
wear dog tags and contrast-stitched leather trims

GUNDOGS
wear leather trims and a bone shaped tag

TERRIERS
wear snappy checks and the pawprint tag

TOY DOGS
wear love heart tags and velvet and satin trims

WORKING
wear the kennel tag and sober tweedy trims

UTILITY
wear a star tag and smart stripes